

## Message Text

UNCLASSIFIED

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W  
-----022041Z 098282 /70

R 021416Z MAY 77  
FM AMEMBASSY KUWAIT  
TO SECSTATE WASHDC 0000  
USDOC WASHDC  
INFO AMEMBASSY ABU DHABI  
AMEMBASSY AMMAN  
AMEMBASSY ATHENS  
AMEMBASSY CAIRO  
AMEMBASSY DAMASCUS  
AMCONSUL DHAHRAN  
AMEMBASSY DOHA  
AMEMBASSY JIDDA  
AMEMBASSY MANAMA  
AMEMBASSY MUSCAT  
AMEMBASSY TEHRAN

UNCLAS KUWAIT 2372

USDOC FOR KARIKAS OIM/EID AND BIC/CAGNE

E.O. 11652: N/A  
TAGS: BEXP, KU, BA  
SUBJECT: ADS OPERATIONAL SUGGESTION

REF: MANAMA 916 AND RELATED

1. EMBASSY APPRECIATES DEPARTMENT'S RETRANSMITTAL OF  
MANAMA'S ADS OPERATIONAL SUGGESTION AND SUBMITS THE  
FOLLOWING POINTS FOR CONSIDERATION:  
A. THE FIRMS WHICH COMPRISE THE PRESENT MAILING LIST  
(1500 PLUS) PROVIDE THE POOL ON WHICH EMBASSY COMMERCIAL  
SECTION DRAWS FOR ADS CANDIDATES. THERE IS, THEREFORE,  
NO DIFFERENCE BETWEEN RESPONDEES UNDER THE PRESENT  
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OR THE PROPOSED PLAN. WTDR'S HAVE BEEN PREPARED ON THE  
MAJORITY OF THE FIRMS ON THE LIST. WHATEVER CIRCUMN-  
VIGATION OF "THE SAME BUREAUCRATIC CIRCLE" OCCURS TO FACILI-  
TATE THE UPDATING OR EXPANSION OF WTD REPORTS ON THE  
LISTED FIRMS MEETS WITH LITTLE OPPOSITON HERE.  
B. AS STATE PREVIOUSLY, FORM LETTERS ARE NOT AN EFFECTIVE  
MEANS OF MARKET PROMOTION IN KUWAIT. SUCH A PROCEDURE

REPRESENTS AN INCREASE IN PAPERWORK AND MANHOURS; THERE SEEMS TO BE NO PAYOFF FOR THESE INCREMENTAL INCREASES TO AN ALREADY HIGH COST SYSTEM. SUCH LETTERS WOULD GIVE MINIMAL EXPOSURE TO THE PRODUCTS ON A NON-COST EFFECTIVE BASIS.

C. THE PROPOSED ROUTINIZATION OF THE ADS SYSTEM FOR KUWAIT WOULD MINIMIZE PAPERWORK, TELEPHONE USE, INVOLVEMENT BY COMMERCIAL OFFICER AND ASSISTANTS, AND ASSOCIATED COSTS AND WOULD MAXIMIZE EXPOSURE OF THE PRODUCTS AND SERVICES FOR WHICH AGENT/DISTRIBUTORS ARE BEING SOUGHT.

2. ACTION REQUESTED: AUTHORIZATION FOR EMBASSY TO INITIATE PILOT PROGRAM ALONG LINES PREVIOUSLY OUTLINED.  
MAESTRONE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 02-May-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977KUWAIT02372  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770153-0700  
**Format:** TEL  
**From:** KUWAIT  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t197705104/aaaadmhm.tel  
**Line Count:** 77  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 9942e287-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION NEA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 MANAMA 916  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 14-Oct-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2333128  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ADS OPERATIONAL SUGGESTION  
**TAGS:** BEXP, KU, BA  
**To:** STATE COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/9942e287-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009